

Selling Details
September DORAL Price Check Jackpot Promotion
(Program Contact: Evan Toulon, #6316)

Program Objective: To change price perceptions among competitive Savings and FP savings sensitive smokers to reflect reality: DORAL is priced the same as GPC and Basic.

Note: This promotion works off of the existing DORAL discounting (PRP) in place during September. No additional discount on VAP product. Promotional product will be billed at regular price.

Program Elements:

- Existing, planned discounting sold/executed by the Field
- ~~_____~~
- Supermarkets receive sleeved product only - POS handled by Reps (no VAP)
- \$.40 off/ 2 pack insert (on back of all promotional packs) to be used with next purchase
 - *If store does not handle coupons, suggest to retailer to accept coupons from consumers and hold. Rep may reimburse retailer upon collection of coupons using the following code for draft payment: DORAL .40/2 SEPT. Coupons should then be destroyed.*
- • Additional \$.40 off/2 pack inserts and sleeves (500 each) sent to all Reps to be applied in store on non-VAP opportunity styles
- \$1,000,000 Sweepstakes for consumers in non-restricted states (all states except MA, MI, VA).
 - Adult smokers check price of DORAL, GPC & Basic and fill out entry forms to enter
 - \$100,000 Retailer Incentive Program - 4 winners/1 per sales area/\$25,000 per winner
 - **Retailer Incentive Sign-up Card (Retailer Jackpot Ticket)**
 - ➔ *Must be filled out by retailer to enter Retailer Sweepstakes.*
 - ➔ *60 Retailer Jackpot Tickets (Included with the sleeves and inserts shipment) will also be shipped directly to each Rep.*
 - ➔ *Each ticket has area on bottom right side with the following info that must be completed by Rep: SIS Account #, the correct sales area circled (NESA, MWSA, SSA or WSA), Rep's printed name and Rep's signature.*
 - ➔ *Any ticket not filled out correctly will be discarded.*
- *Excess quantities of September "Price Check Jackpot Take-One Entry Form" will be available (due to success of June "Big American Adventure Sweepstakes") for order via SMS:*
 - *Item #547013 (1/SKU 50 Take-Ones)*
- \$100,000 Contest for consumers in restricted states MA, MI and VA only
 - Adult smokers check price of DORAL and create unique display of that price. Entries will be judged on creativity, presentation and appropriateness.
 - \$20 Retailer Incentive (*No Retailer Jackpot*)
 - ➔ *Code for draft payment is DOR JACKPOT PAY Rate: \$20*
- DSD POS/support materials - For Retailer placement and entry into Retailer Incentive

Other Program Elements:

- Direct Mail:
 - 203,000 smokers will receive Sweepstakes Entry/Information (Core).
 - 451,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Fringe)
 - 268,000 smokers will receive Sweepstakes Entry and Bounceback Coupon for \$1 or \$2 off 4 packs or carton (Competitive)

51854 7895